

Attendees

- ABIMED (Brazil): Carlos, Adriana, Lillian
- ABRAIDI (Brazil): Bruno
- Etica Saude (Brazil): Claudio and Marlon
- ABIIS / CBDL (Brazil): Carlos and Jose
- ANDI (Colombia) / ALDIMED: Marisol, Melissa
- ASEDIM (Ecuador): Cristina
- AMID (Mexico): Ana
- AdvaMed (The United States): Chris White, Nancy Travis, Stephen Bipes
- Q.F. Adriana Belza (Uruguay): Johnson & Johnson
- Andrew Blasi (Technical Secretariat)

Outcomes and Action Items

- The Coalition undertook a final review and approval of the Bogota Principles, Terms of Governance, and Action Plan with minor amendments. These documents (attached) are now complete with future amendments to be proposed to the Executive Committee.
- The Technical Secretariat will coordinate with ALDIMED and other Coalition members by December 2017 to (a) secure signature on the “Basic Coalition Terms” by ABIMO in Brazil and CADIEM in Argentina and (b) to identify additional medical technology associations or other industry bodies that should be invited to join the Coalition.
- The Coalition will prioritize achievement of the industry-focused primary outcomes in the Action Plan. This includes the development of a capacity-building and survey program to facilitate (a) the adoption of aligned industry association codes of ethics in accordance with the Bogota Principles and (b) implementation of industry association codes of ethics by a majority of the association member companies.
- The Coalition’s capacity-building strategy may include an annual Coalition workshop, the development of a reference code of ethics based on the Bogota Principles, as well as a regional mentor network of ethics and compliance experts. Coalition member associations will also complete a baseline survey by Q1 2018 to confirm metrics in four key areas: code governance, code alignment, member company adherence, and external stakeholder engagement. A report will be prepared by April 2018 that includes the findings of this baseline survey. The Technical Secretariat will coordinate with the Coalition Executive Committee, including ALDIMED, in the preparation and dissemination of the baseline survey.
- To achieve the common outcomes indicated in the Action Plan, Coalition members will develop national strategies, customized to the local environment. These strategies will initially focus on an assessment of the local medical technology industry. For example, determining how many domestic, international, and/or third party enterprises are members of the industry association and how many are not within the association membership. Once an assessment and strategy for the local industry is prepared, Coalition members can begin to identify non-industry engagement priorities (healthcare professionals, hospitals, payers,

and/or government authorities) for engagement. Coalition members should prepare to present on their national strategies during the Coalition meeting in April 2018.

- Etica Saude (Brazil) will take a leadership role in supporting the Coalition to develop effective engagement and communication strategies with non-industry stakeholders, including healthcare professional organizations and medical societies. These engagement and communication strategies will help to support involvement of HCP and other stakeholders to engage with the Coalition as well as to support considerations on how to address ethical discrepancies with the pharmaceutical industry. It was agreed that this engagement and communication strategy should consider that most HCP organizations seek to elevate their leadership in promoting the highest ethical standards. Adriana has volunteered to prepare by the next Executive Committee (10 November 2017) a short summary of major ethical issue discrepancies with the pharmaceutical industry within the region, including direct sponsorships.
- The Coalition should consider the development of a website or other digital platform to share key documents, best practices, and other resources. The Coalition should also consider developing a logo or brand image for external promotion and awareness.
- On government engagement, the Coalition will focus on the development of a stepwise, above-country strategy through outreach/partnership with one or more strategic international organizations and/or international forums. Coalition members can already engage with their respective governments on a bilateral basis, so the Coalition should not attempt to duplicate this effort. This above-country (top-down) strategy should prioritize the development of evidence on the benefits of strengthening ethical business practices in the medical technology sector, followed by recommendations for governments to facilitate these benefits within their own country. This can include eliminating regulatory impediments that facilitate unethical behavior, promoting good behavior via procurement or credits, and/or enforcement measures that do not negatively impact the sector overall. The Coalition's collaborative efforts with international organizations and forums should specifically highlight the medical technology sector (not business ethics / anti-corruption more broadly).
- Regarding international forums or platforms, the Coalition prioritizes OECD and APEC with further consideration for ISAGS-UNASUR, PAHO/WHO, World Bank, IDB, Pacific Alliance, Summit of the Americas, and the Americas Competitiveness Forum. Cristina (ASEDIM) has volunteered to provide further information to the Coalition on the South American Institute of Governance in Health (ISAGS-UNASUR). Chris White and the AdvaMed team will share further information to the Coalition on the 2018 Global MedTech Compliance Conference in Paris (2-4 May) and opportunities for engagement with the OECD.
- Engagements with international organizations and forums should facilitate the development of recommendations for governments, promote knowledge exchange, and provide recognition to the Coalition's work to strengthen ethical business practices. The Coalition should consider partnering through GMTA, the Business Ethics for APEC SMEs Initiative,

and other existing industry platforms to more easily facilitate its engagement with international organizations and forums.

Future Meeting Timeline – Mark Your Calendars

- Executive Committee Meeting, Bogota (10 November 2017 – Afternoon)
- 3rd Full Coalition Meeting, Sao Paulo (10-11 April 2018)
 - Coalition Social Dinner (10 April 2018 – PM)
 - Full Meeting (11 April 2018 – 8:00 AM to 3:00 PM)
- Executive Committee Meeting, Paris (2-4 May 2018)
 - *Note: Margins of 2018 Global MedTech Compliance Conference / Possible OECD Engagement*
- 2018 APEC Business Ethics for SMEs Forum, Tokyo (July 2017)
 - *Note: All Coalition members will be invited to attend.*
- 4th Full Coalition Meeting, Philadelphia (23 September – Full Day)
 - *Note: Before the 2018 MedTech Conference (24-26 September)*
- 2019 Full Coalition Meeting, Santiago (Summer 2019)
 - *Note: Margins of the proposed 2019 APEC Business Ethics Forum (MedTech)*
- 2020 Full Coalition Meeting, Mexico City (Summer 2020)